

This is not a contract document

Development related Travel Plan Guidance

For instructing officers and others

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Please read this document carefully and retain it for future reference

1	Introduction	2
2	Policy context	3
3	Travel Plans	5
4	Types of Travel Plans	9
5	Producing a Travel Plan	12
6	Travel Plan content	14
7	Monitoring Travel Plans	21
8	Enforcement	22
■	Appendices	
	Appendix 1 - Travel Plan Statement template	23
	Appendix 2 - Green Travel Vouchers	26
	Appendix 3 - Charges for cycling and walking maps	27
	Appendix 4 - Travel Plan example measures	28

1 Introduction

Introduction

- 1.1** This guidance document is intended to support developers and consultants when preparing Travel Plans as part of the planning process. It provides guidance to developers and consultants in preparing high quality Travel Plans in a consistent manner. It can also be used by organisations who wish to produce a Travel Plan on a voluntary basis.
- 1.2** A Travel Plan is a package of measures designed to encourage safe, healthy and sustainable travel options. By reducing car travel, travel plans can improve health and wellbeing, free up car parking space, and make a positive contribution to the community and the environment.
- 1.3** This guidance document supersedes the previous document published in 2019, and in doing so accounts for changes to spatial and transport planning policy. It sets out:
- the policy context
 - what a Travel Plan is and what benefits it can deliver
 - when an applicant or developer will be required to submit a Travel Plan in conjunction with a planning application
 - what type of Travel Plan is appropriate
 - how a Travel Plan is best prepared
 - what the Travel Plan should include and where suggested resources can be found
 - how Travel Plans can be delivered and secured
 - how Travel Plans will be monitored and enforced.

2 Policy context

Policy context

National

- 2.1** The [National Planning Policy Framework](#) (2021) (NPPF) sets out the Government's planning policies for England and how these are expected to be applied.
- 2.2** Sustainable development is at the core of the NPPF and promoting sustainable transport is a key element of delivering sustainable development. It requires a transport system that is balanced in favour of sustainable modes, giving people a real choice about how they travel. Given this, plans and decisions should ensure that developments that generate significant movement are located where the need to travel will be minimised and the use of sustainable transport modes can be maximised.
- 2.3** Travel Plans are recognised as a key tool to facilitate the use of sustainable travel modes for the movement of goods and people and reduce single occupancy car use. The NPPF states that all developments that generate significant amounts of movement should be required to provide a Travel Plan, and the application should be supported by a transport statement or transport assessment so that the likely impacts of the proposal can be assessed.
- 2.4** The Department for Transport (DfT) also offers best practice advice and guidance for Travel Plans which can be accessed [here](#). This guidance contains overarching principles on Travel Plans, Transport Assessments and Transport Statements.

Local

- 2.5** The adopted [Wiltshire Core Strategy](#) (2015) states "new development can potentially have both a positive and negative impact on transport. It is for this reason that the transport impacts of new developments need to be assessed in accordance with national guidance".
- 2.6** The Core Strategy has these relevant policies which include the following text:

Core Policy 55

Air Quality

Development proposals will need to demonstrate that measures can be taken to effectively mitigate emission levels in order to protect public health, environmental quality and amenity.

Core Policy 61

Transport and new development

Where appropriate, contributions will be sought towards sustainable transport improvements, and Travel Plans will be required to encourage the use of sustainable transport alternatives and more sustainable freight movements.

Core Policy 62

Development impact on the transport network

Developments should provide appropriate mitigating measures to offset any adverse impacts on the transport network at both the construction and operational stages.

- 2.7** [Wiltshire's Local Transport Plan \(LTP3\) 2011-2026](#) (LTP3) has five goals and sets out the council's objectives to deliver these overarching goals.
- 2.8** Travel Plans associated with new and expanded development play a pivotal role in achieving the LTP3 objectives. As part of LTP3, the Smarter Choices Strategy has a number of policies which identify Travel Plans as a tool for delivering smarter choices measures including improved transport service provision, enhanced site accessibility, the increased use of sustainable travel options and a reduction in single occupancy car use. More specifically relevant policies include:

Policy 1

To continue to use the planning system to develop, monitor and enforce mandatory travel plans and to secure travel plans for all new developments meeting or exceeding transport assessment thresholds as outlined in Development Related Travel Plans in Wiltshire.

Policy 3

A Residential Travel Plan will be required for household developments exceeding 40 dwelling units and should be secured through a Section 106 agreement or planning condition.

Wiltshire Air Quality Strategy

- 2.9** Air quality in Wiltshire is predominantly good with the majority of the County having clean unpolluted air. However, road traffic is the primary cause of exceedances of air quality objectives and standards in the UK. Development should not increase existing or future levels of pollutants on the road network and should where possible seek to reduce pollutant levels by facilitating modal shift away from polluting forms of transport.
- 2.10** The [Wiltshire Air Quality Strategy](#) (2019-2024) recognises the need for a collaborative approach to improving air quality in the county. This will ensure that air quality is properly considered and incorporated into decision making to maintain and improve the built environment and infrastructure.
- 2.11** Travel Plans, therefore, help support a range of national and local policies and objectives.

3 Travel Plans

What is a Travel Plan?

- 3.1** Travel Plans are long-term management strategies for minimising single occupancy car trips and integrating proposals for sustainable travel for an organisation or development site. They should address all journeys resulting from a proposed development by anyone who may need to visit or stay and they should seek to fit in with wider strategies for transport in the area. They are required for a wide range of land uses such as residential, retail, employment, education, leisure and health.
- 3.2** The primary purpose of a Travel Plan is to identify opportunities for the effective promotion and delivery of sustainable transport initiatives such as walking, cycling, public transport and car share. Compared to single occupancy car travel, these options have reduced environmental impacts, help cut congestion, and are more socially inclusive by facilitating travel for those without access to a car.
- 3.3** A Travel Plan requires clear targets for the use of the various travel options, with timescales by when these will be achieved. The principal target will be a reduction year-on-year of single occupancy car use. Although targets will be specific to the site and local area, they should take into account the LTP3 objectives.
- 3.4** For existing developments, current travel patterns can be obtained from surveys. For new or speculative development, travel patterns will need to be developed based upon transport assessments and/or similar developments elsewhere. Such targets can then be amended based upon actual travel behaviour as the development comes on line, as part of the development of a full Travel Plan. Wiltshire Council has its own Transport Assessment Guidance, which can be accessed here: [Planning and Guidance](#).
- 3.5** Travel Plans for employment sites are required to last in perpetuity in relation to the obligation to maintain and monitor the Travel Plan. They should be funded for a set time period as specified in the development agreement/planning condition but legacy measures are expected to be put in place to ensure that Travel Plans continue beyond the stipulated time frame.

What is sustainable travel?

- 3.6** Sustainable travel is about encouraging people to make informed or smarter choices about the way they travel, and being aware of the consequences of these choices – on their health, their environment and their local community. It is about helping people to reduce their car dependency and encourage the use of sustainable modes of transport, when and where possible. Sustainable transport includes walking, cycling, using public transport, car sharing and using vehicles that minimise carbon emissions, such as electric, LPG, bio-diesel and hybrid cars.

Benefits of a Travel Plan

- 3.7** Travel Plans can potentially deliver a wide range of benefits to the community as a whole including:
- reducing congestion and peak time travel conflicts
 - improving accessibility and travel choice
 - reducing energy use and harmful transport emissions and improving air quality

- tackling social exclusion and improving accessibility
- facilitating improved public transport services
- providing opportunities for active, safe and healthy travel.

3.8 For developers, Travel Plans can help reduce development costs, make a site more accessible and improve the efficiency of the planning process. They can also help deliver the following other benefits:

- improved relations with neighbours by easing traffic in the local area
- delivering environmental improvements
- improved corporate image (for businesses specifically, including developers)
- healthier, happier staff leading to less time loss due to illness and greater staff retention
- financial savings through more effective use of business travel and reduced commuting costs
- reduced demand for car parking, with associated savings in land allocated
- time savings through more effective business travel/commuter travel.

3.9 They can also help reduce the need for costly highways improvements schemes.

When is a Travel Plan required?

3.10 The NPPF sets out that all developments which generate significant amounts of transport movement should be required to provide a Travel Plan.

3.11 Table 3.1 provides the thresholds at which either a Travel Plan Statement or Full Travel Plan must be submitted for development in Wiltshire. These thresholds may be adjusted depending on local circumstances.

3.12 Given this, Wiltshire Council will make a judgement as to whether a proposed development would require a Travel Plan on a case-by-case basis. For example, a lower threshold may be required when the Ratio of Flow Capacity (RFC) of a highway link reaches 85% or a higher threshold for a development which proposes no car parking in an area of high public transport accessibility. ⁽¹⁾

3.13 Smaller developments that fall below the Full Travel Plan thresholds should submit a Travel Plan Statement, (see Appendix 1 for a template).

Table 3.1 Threshold guidelines for travel plans

Use Class	Threshold for Travel Plan Statement	Threshold for Full Travel Plan
A1 (Food retail)	More than 20 staff but less than 800sqm	Equal or more than 800sqm
A1 (Non-food retail)	More than 20 staff but less than 1,500sqm	Equal or more than 1,500sqm

1 Road capacity is measured as Ratio of Flow Capacity or RFC

Use Class	Threshold for Travel Plan Statement	Threshold for Full Travel Plan
A2 (Financial services)	More than 20 staff but less than 2,500sqm	Equal or more than 2,500sqm
A3 (Restaurants and cafes)	More than 20 staff but less than 2,500sqm	Equal or more than 2,500sqm
A4 (Drinking establishments)	More than 20 staff but less than 600sqm	Equal or more than 600sqm
A5 (Hot food takeaway)	More than 20 staff but less than 500sqm	Equal or more than 500sqm
B1 Businesses	More than 20 staff but less than 2,500sqm	Equal or more than 2,500sqm
B2 General industrial	More than 20 staff but less than 4,000sqm	Equal or more than 4,000sqm
B8 (Warehouse and distribution)	More than 20 staff but less than 5,000sqm	Equal or more than 5,000sqm
C1 (Hotels)	More than 20 staff but less than 100 beds	Equal or more than 100 beds
C2 (Hospitals, nursing homes)	More than 30 staff but less than 50 beds	Equal or more than 50 beds
C2 (Residential education)	More than 50 staff but less than 150 students	Equal or more than 150 students
C2 (Institutional hostels)	More than 250 staff but less than 400 residents	Equal or more than 400 residents
C3 (Residential units)	Between 20 and 40 units	Equal or more than 40 units
D1 (Health centres/clinics)	Between 20 and 50 staff	Equal or more than 50 staff
D1 (Schools and nurseries)	All school developments to have a Travel Plan	
D1 (Higher and further education)	More than 20 staff but less than 2,500sqm	Equal or more than 2,500sqm
D1 (Museum)	More than 20 staff but less than 100,000 visitors annually	Equal or more than 100,000 visitors annually
D1 (Places of worship)	More than 20 staff but less than 200 members/regular attendees	Equal or more than 200 members/regular attendees
D2 (Assembly and leisure)	More than 20 staff but less than 1,500sqm	Equal or more than 1,500sqm
D2 (Stadia)	More than 20 staff but less than 1,500 seats	Equal or more than 1,500 seats
Sui Generis uses	To be determined on scheme by scheme basis. All student accommodation over 100 beds should have a Travel Plan.	

*It is mandatory for NHS trusts to have Travel Plans. For more information please visit [Delivering a Net Zero NHS](#).

3.14 Unless otherwise agreed by the council, a Travel Plan appropriate to the planning application must be submitted with any outline planning application documents and in accordance with the above thresholds. The Travel Plan should sit alongside the submitted Transport Assessment/ Statement for the proposed development.

Change of use applications

3.15 Change of use applications will be considered as new development and will require a Travel Plan as per the thresholds set out in Table 3.1.

Non-residential extensions

- 3.16** Proposals for extensions may also be subjected to a requirement to submit a Travel Plan when any of the following circumstances apply:
- When the existing gross floor area (GFA) falls below the thresholds listed in Table 3.1, a Travel Plan will be required for an extension where the proposal results in both the threshold being exceeded and a material increase in GFA of 20%.
 - When the existing GFA exceeds the thresholds listed in Table 3.1, a Travel Plan will be required for an extension where a proposal seeks a material increase in GFA of 10%.
 - Where a Travel Plan would help address a particular local traffic problem associated with a development site or where the proposed development will likely create a significant impact on the local highway network.
 - In the case of schools, any extension that caters for an increase, or potential future increase, in the number of pupils and / or staff, or where the building will be used for out of school hour's activities or community use, will require an updated Travel Plan.

Mixed-use and multiple occupation development

- 3.17** Numerous small developments on one site could have a cumulative impact upon travel and transport, hence the entire site will require an 'umbrella' or Framework Travel Plan to be provided by the developer. Each occupier will need their own Travel Plan feeding into the umbrella plan.
- 3.18** A planning condition or S106 associated with the planning permission will be used to secure the provision of an Framework Travel Plan. This commitment will be passed on to the owner/management company/occupier of the site as appropriate. For more information on securing a Travel Plan please see paragraph 4.13.
- 3.19** Where a site is in multiple ownership and/or developed over time (a 'piece-meal development'), a Development Brief including the preparation of an Framework Travel Plan may be required.
- 3.20** Section 106 agreements or planning conditions, which may be attached to the development of a plot forming part of a site owned by the same or multiple developers, will require a Travel Plan for the whole site to as it is developed.

Schools

- 3.21** All new schools (including those on the site of an existing school) or new or expanded facilities likely to generate extra journeys to and from the school require the submission of a new or updated school Travel Plan.
- 3.22** School Travel Plans must cover staff and other non-pupil trips to and from the site. The plan must also cover any out of hours activities or where the building is used for community use.

Residential developments

- 3.23** Travel Plans for residential developments exceeding 40 dwelling units (or where Wiltshire Council judgement deems it necessary, see paragraphs 3.11 and 3.12) will be required through a S106 agreement or a planning condition. The use of Travel Plans for large housing developments will contribute to the wider promotion of the use of sustainable modes of travel.

4 Types of Travel Plans

Types of Travel Plans

- 4.1** There are several types of Travel Plan which may be more appropriate at different stages of the development process or for the size of the proposed development. It is recommended that Travel Plan requirements for any development are agreed with Wiltshire Council at the scoping/pre-application stage.

Travel Plan Statement

- 4.2** Smaller developments that fall below the need for a Full Travel Plan threshold should submit a Travel Plan Statement. This document should focus on encouraging sustainable travel and may take the form of an 'Action Plan' or a simple list of measures which are to be promoted by the developer or occupier of the site. It is unlikely that a Travel Plan Statement would include the formal monitoring which forms a key element of Full Travel Plans. See Appendix 1 for a Travel Plan Statement template.

Full Travel Plans

- 4.3** When a Travel Plan is required a Full Travel Plan must normally be prepared and submitted with the planning application. Robust plans will include clear outcomes, all relevant targets and measures to ensure that these can be achieved, as well as monitoring and management arrangements. Full Travel Plans are appropriate for planning applications where the proposed use and accessibility needs are known, this includes outline applications where the scale of uses is known. Wherever possible, a Full Travel Plan should be developed rather than an interim Travel Plan. As with all Travel Plans, it is important that the continued development and implementation is passed on to respective occupiers.
- 4.4** All School Travel Plans must be Full Travel Plans. For information on creating a school Travel Plan, visit [School Travel Plans](#).
- 4.5** **Framework Travel Plans**
- 4.6** Mixed use developments comprising of one or more land uses or users that exceed the thresholds require a Framework Travel Plan (also known as an umbrella Travel Plan). These are generally appropriate for phased developments.
- 4.7** Framework Travel Plans should include:
- An Individual Travel Plan for each building that exceeds the thresholds. These Travel Plans should relate directly to the Framework Travel Plan for the entire site.
 - Baseline travel patterns derived from TRICS and/or an agreed alternative.
 - Measures to be delivered site-wide and responsibilities for their delivery and funding.
 - Future actions for Travel Plan development and refinement.
 - Preliminary targets based on associated transport assessment predictions, with appropriate timescales.

- 4.8** Prior to occupation users will need to submit a Full Travel Plan or Travel Plan Statement, as appropriate for their organisation, which is in accordance with the Framework Travel Plan for that site. This requirement should be included within the terms of the lease, or before ownership is transferred if the site is sold.

Interim Travel Plans

- 4.9** Where the type of occupier (resident, employee etc.) is known at pre-application stage, a Full Travel Plan can be submitted and should include specific objectives, targets and measures as well as details about predicted travel behaviour and mode share.
- 4.10** However, if during the planning application phase a developer is unsure of the ultimate occupier of the development and it is agreed by Wiltshire Council that this will have a significant effect on the Travel Plan's targets and timings, a Travel Plan should still be submitted but some detail may be considered 'interim'.
- 4.11** The identified information will remain interim until such time as the full details are known, or one month after the baseline survey is completed following occupation, whichever is sooner and in agreement with Wiltshire Council.
- 4.12** Travel Plans containing interim information must still include the following information, recognising that this may be changed by agreement with Wiltshire Council at a later stage:
- Baseline travel patterns
 - Targets for mode share
 - Measures to be implemented. It should be possible to identify a number of measures which will need to be incorporated into the design of the development regardless of the end occupier. However, it is recognised that a limited number of measures that are dependent on delivery by the occupier will remain interim, for example, the flexible working policies of a particular organisation can be clarified once the occupier is known.
 - Timings, such as construction completion, phasing and/or occupation that may delay implementation of packages.
 - A contact or Travel Plan Co-ordinator for the site so the local planning authority can liaise with this person until such time as the final occupier is in place.

Securing a Travel Plan

- 4.13** A Travel Plan required through the planning application process will be secured either through a standard planning condition or a Section 106 agreement, approved by the council prior to the occupation of the development.
- 4.14** A Section 106 agreement under the Town and Country Planning Act 1990 (S106) enables the council to be prescriptive about the requirements and objectives of the Travel Plan. The S106 will be drawn up in consultation with the developer/landowner who would then be responsible for the production of the Travel Plan after planning permission has been granted.
- 4.15** It is recommended that the following aspects of a Travel Plan are specified within the Section 106 agreement:
- A timetable for the preparation, implementation, monitoring and review of all stages of the Travel Plan

- The appointment and funding of a Travel Plan Coordinator to be responsible for the management and maintenance of the travel plan, including the relationship with Wiltshire Council and/or other key stakeholders
- The overall outcomes to be achieved by the travel plan; the performance indicators and targets
- Details of the travel planning requirements for occupiers and future occupiers; the process for the monitoring and review of targets and measures
- The measures to be implemented, such as the provision of transport infrastructure or services, or contributions with respect to their provision, parking controls and management and contributions towards other measures such as car clubs
- A monitoring and review programme, detailing the survey methods to be used and who is responsible for funding the surveys, undertaking and reporting results
- Any sanctions where the targets and indicators are not being met, and how and when they should be applied (e.g. a clause which sets what would happen in the event that the car mode share or total number of cars used - identified through monitoring - exceeds the target figure)
- Any procedure for the variation by means of amendment, substitution or addition of targets or measures.

4.16 Travel Plans can also be secured through a standard planning condition, especially for smaller developments. The Travel Plan will need to be approved prior to either the development starting or being occupied. A planning condition is a condition imposed on a grant of planning permission (in accordance with the Town and Country Planning Act 1990) or a condition included in a Local Development Order or Neighbourhood Development Order. The advantages of each method are given in Table 4.2.

Table 4.1 Advantages of Section 106 Agreements and Planning Conditions

Section 106 Agreement	Planning Condition
A S106 Agreement will be needed to secure financial contributions	
Promotes higher standards	Easier and quicker to process as part of the planning application process
Secure monitoring arrangements	
Enforceable	
Ensures increased internal consistency	
Will accelerate the development of best practice	

5 Producing a Travel Plan

Producing a Travel Plan

Link between Travel Plans and Transport Assessments

- 5.1** All developments for which a Travel Plan has to be submitted are also subject to the requirements to carry out a Transport Assessment. Transport Assessments (TAs), are a comprehensive and systematic process that set out the transport issues relating to proposed developments that generate significant movements and identify what measures will be taken to deal with the anticipated transport impacts of a development scheme. TAs are predominantly centred around vehicular movements and the infrastructure required to accommodate any subsequent increases. They also consider ways to improve accessibility and safety for all modes of travel, particularly for alternatives to the car such as walking, cycling and public transport.
- 5.2** This assessment of the transport issues relating to a proposed development is integral to the subsequent production of the development's Travel Plan. The measures that the TA puts forward to address the travel impact of a development scheme will form the basis/structure for the Travel Plan submitted alongside the planning application.
- 5.3** While there is a clear link between TAs and Travel Plans they should always be separate and independent documents.

The role of the council

- 5.4** The council can offer pre-application advice / meetings for major schemes (as part of the council's formal pre-application process) where clarification is sought on the written information available.
- 5.5** The council will also seek to assist, subject to available resources, with the following:
- policy advice and guidance and technical information including useful information to provide in Travel Plan information packs on the [Connecting Wiltshire](#) website
 - information, relevant local data and support during plan preparation and advice on travel plan implementation requirements including annual monitoring, review, and action planning.

The role of the applicant

- 5.6** Applicants/developers can help the Travel Plan process to be as efficient as possible by:
- ensuring that the outputs from the Transport Assessment and Travel Plan are fully taken into account and integrated with their development scheme design and layout
 - ensuring where relevant that Transport Assessments and draft Travel Plans are available prior to pre-application discussions
 - submitting a 'complete' planning application (i.e. accompanied by a Transport Assessment and Travel Plan(s))

- identifying the contact person(s) with relevant background to act as Travel Plan Co-ordinator(s) for the preparation, implementation, marketing, monitoring and review of the travel plan
- liaising with the council in a timely manner.

6 Travel Plan content

Travel Plan Content

6.1 When preparing Travel Plans, developers should consider the overarching purpose of the particular Travel Plan. While the Travel Plan should be developed as a standalone document, it should aim to address any issues identified within the associated Transport Assessment through the promotion of sustainable transport.

6.2 The following elements are recommended for a compliant Full Travel Plan.

Table 6.1 Recommended Travel Plan content

Heading	Content/Issues to cover
Introduction	• Development name (if known), or site name and occupier name (if known) • The planning reference number and development description • Identify the type of Travel Plan (Full TP, Framework TP or Travel Plan Statement) • Full address of the development site, including postcode • Contact details for the person responsible for preparing the Travel Plan • The date and version number of the plan
Context	• Summary and overview of the structure of the Travel Plan document • Brief description of the nature and context of the proposed development • The scope of the Travel Plan (e.g. covering residents, employees, visitors) • Key parameters for each element of the development (i.e. number of units, land use floor area, number of cycle and car parking spaces) • Details of associated travel including numbers of users expected on site, shift patterns, opening times, postcodes of existing staff/visitors where appropriate • Outline timescales for occupation and details of any phasing of development, if appropriate
Site assessment and audit	• Plan of the development showing boundaries, existing and proposed access points and main routes for all transport modes

Heading	Content/Issues to cover
	• Summary of the main transport related issues identified in the Transport Assessment and the infrastructure which will be delivered within the site and in the surrounding area as part of the development (e.g. cycle and pedestrian routes, private and public accessible cycle parking) • Quality and availability of infrastructure around the site. Summarise how useable local roads and key routes are to walking and cycling and public transport use • Describe any organisational policies that will influence active travel and public transport use (e.g. tax-free cycle purchase schemes, flexi-working) • Describe any existing facilities and car-related initiatives already in place (e.g. car clubs in the local area, car sharing, pool cars) • Travel provision for disabled site users
Transport surveys/impact	• Details of any travel surveys, or data from TRICS if no existing travel survey data for the site is available • Set out initial travel data for the site based on travel survey data, or where there is no or insufficient existing data, on the trip rates and modal splits agreed in the Transport Assessment (with data drawn from comparable sites in TRICS or Census data) • Give details as to when baseline surveys will be undertaken - usually within six months of first occupation or at 75% occupancy, whichever is first
Objectives/Overall strategy	• Describe the key goals that the Travel Plan seeks to achieve (i.e. encourage sustainable movement of people to and from the site) • Cover a range of outcomes (e.g. environmental, health) which should be derived from the policies in the Council's Local Development Framework (LDF) and Local Transport Plan (LTP), (e.g. to reduce CO2 emissions and increase cycling) • Ensure these are linked to the specific context of the site set out in the site assessment section
Package of measures	These should: • contribute to achieving the targets and meeting the objectives of the Travel Plan • ensure these are related to the specific context of the site

Heading	Content/Issues to cover
	- include 'hard measures' i.e. the infrastructure in and around the site that will help to achieve the Travel Plan objectives (e.g. secure bike parking, showering and changing facilities, safe and accessible routes) - include any organisational and 'soft measures' that will encourage sustainable travel (e.g. season ticket loans, flexible working policy and green travel vouchers) - clarify details of how car parking will be managed (e.g. permits or charging) - include clear details of marketing activities to encourage sustainable travel and who will carry these out - use definite wording that commits to implement the proposed measure (not 'we will give consideration to...') See examples of measures included in travel plans in Appendix 2.
Targets and time frames, potential sanctions	- Should be set over a minimum five-year time frame, with interim targets at year one and year three. For larger developments or phased developments, an extended monitoring period may be required and targets may need to be set beyond five years - Should be set against the most appropriate background data. In the absence of site specific travel survey data, the TRICS database or census data relating to work trips should be used for mode share targets - Should be ambitious and SMART (specific, measurable, attainable, realistic and time bound). For example, reduce single occupancy vehicle trips by x% by x date). Clarify which journeys are being assessed (e.g. all trips/peak trips only) - Should be linked to the objectives of the Travel Plan (e.g. if the aim is to promote healthy travel, targets to increase walking and cycling should be set) - Should improve on baseline mode share of sustainable modes in the Transport Assessment and enable the measurement of success in achieving the objectives of the travel plan - Can enable enforcement by the council in the event that targets are not met
Management/responsibility	Identify a Travel Plan Coordinator (TPC) who will oversee implementation, monitoring and review of the Travel Plan for each occupier or group, including the TPC's name where possible or else a nominated point of contact at a senior level in the

Heading	Content/Issues to cover
	organisation. Provide clear roles and responsibilities (which may include management of deliveries and servicing, provision of personal travel planning advice, preparation and distribution of welcome packs, travel plan monitoring) • Identify any other individuals involved in managing travel plan initiatives • Identify how much time will be dedicated by the TPC to the Travel Plan and estimate cost associated with this over the lifetime of the Travel Plan. Confirm how this cost will be met and by whom • Give details of management handover arrangements to ensure smooth transfer of Travel Plan responsibilities from the developer to the TPC
Monitoring and review	• Monitoring must be undertaken to ensure the development site achieves the agreed Travel Plan objectives and targets • A clear monitoring programme should be provided detailing what and how frequently surveys will be undertaken (usually a baseline survey, and at years one, three and five), who will be responsible and how this information will be reported • Whether surveys will be undertaken and estimate the cost of these over the lifetime of the Travel Plan. Confirm funding for these surveys
Communication strategy	• How information on the Travel Plan, its progress, impacts benefits and success will be disseminated to influence all trips

6.3 All Travel Plans should include maps/plans showing the following where appropriate:

- pedestrian access to the site and nearby facilities
- nearest bus station / routes including the location of bus stops
- nearest railway station including details of the local network (if applicable)
- new and existing cycling links
- location of cycle parking facilities on site for staff/visitors/pupils/students/customers etc and nearby off site provision
- the location of shower and changing facilities provided for in the development
- the nearest car club parking bays
- Electric vehicle charging points, see [LTP3 Smarter Travel Choices](#) for more information

- motorcycle parking
- location of the car share bays
- Internet link to public transport timetables

6.4 The Travel Plan should not repeat unnecessary content from the Transport Assessment or include background issues and policy context that is not directly relevant or of use to the Travel Plan Coordinator (TPC). For example policy context, trip generation tables, TRICs data etc. Internet links to key national and local resources will suffice. The document must be accessible, clear and concise, avoiding technical jargon. Lengthy appendices containing information subject to change such as bus timetables should be avoided. The focus must always be on the implementation rather than background and process.

6.5 The TPC is a key part of any Travel Plan and all Full Travel Plans must provide the contact details of the TPC. An effective TPC will have a budget available for offering incentives for travel by sustainable modes of travel, for example: taster tickets for public transport, free cycle training and free walking and cycling maps.

6.6 It is recommended that the Travel Plan should include a sample questionnaire or key headlines that would be used for the mode of travel survey.

Travel Plan measures

6.7 The following Travel Plan measures are expected at all sites:

Residential sites over 40 houses

- Where an appropriate bus service has been identified, a six month bus voucher/pass should be provided by the developer to the householder. The developer should negotiate the price with the appropriate bus company.
- Green Travel Vouchers (GTVs) should also be provided to each new resident by the developer. The intention of the Green Travel Voucher is to encourage smarter travel choices by providing a direct financial incentive to householders to reduce their car use. It entitles the holder to purchase essential travel accessories or can be used towards the cost of buying a new bike. Items that GTVs can spent on are provided in Appendix 2. The minimum voucher per household is recommended to be no less than £300 to be agreed with Wiltshire Council. In some instances GTVs can be used to purchase train tickets, this will be applicable where the train station is within walking distance of the resident's main dwelling.
- Personalised Travel Planning (PTP) may be deemed an appropriate measure at some larger residential sites. This should be discussed in more detail with Wiltshire Council before the Travel Plan is submitted.
- New residents should be approached by the TPC as early as possible, with Travel Information Packs delivered within the first week they move in. All Travel Information Packs for Full Travel Plans will be expected to include the relevant town cycle and walking maps from the council. The council can provide these maps on request however, there is a charge for the maps which covers the cost of printing. The charges are provided in Appendix 3.

Non-residential sites

- 6.8** It has been shown that Travel Plan measures are most effective at points of 'life transition' such as moving house or starting a new job, where they can be more successful in encouraging users to change previously established travel habits from the beginning (Making travel plans work, DfT 2007 and School Travel Strategies and Plans: A Best Practice Guide for Local Authorities, DfT 2005). It is therefore recommended that new occupiers are approached by the TPC as early as possible, with Travel Information Packs delivered within the first week they move in. All Travel Information Packs for Full Travel Plans will be expected to include the relevant town cycle and walking maps from the council (at a charge).
- 6.9** A private workplace group on CarShare Wiltshire for any employment site with more than 250 employees, to be funded for five years.
- 6.10** A selection of well established travel plan measures is provided in Appendix 4.

Car clubs

- 6.11** Policy 8 of the [LTP3 Smarter Choice Strategy](#) states that the council is committed to support and promote car club developments where appropriate opportunities arise and to expand car clubs to meet demand, particularly where Section 106 agreement funding is available to support this.
- 6.12** The following schedule sets out how this policy should be applied, regardless of whether a Travel Plan is required. This schedule refers to Salisbury where there is an operating car club, but may be applied elsewhere, if a car club has begun operating already or there is a reasonable expectation that a car club will start operating in the vicinity within two years of occupation.

Residential sites

- One car club space should be considered the equivalent of 10 car parking spaces. However, the ratio of dwellings to car club space will depend on the level of residential parking provided, the accessibility of the site by non-car modes, and the likely demographic characteristics of the households e.g. a car-free development close to the rail station might be expected to provide more car club spaces per house, than a development with lower accessibility and higher residential parking provision.
- Any residential developments that are not providing the minimum car parking standards may be able to offset this by contributing towards the provision of a car club vehicle and parking space in close proximity to the site (within 200m), where there is a reasonable expectation that lower car ownership can be encouraged.
- Any residential development in Salisbury that is within a current or proposed Residential Parking Zone, and/or within an Air Quality Management Area (AQMA) or where there is a reasonable expectation that lower car ownership can be encouraged, is expected to contribute towards the car club:
 - Developments with less than 10 dwellings should be asked to pay for car club membership for 1 year (a contribution of £300 per household), if a car club space is within 400m of an existing or proposed car club space.

- Developments with 10 or more dwellings may be asked to contribute to the provision of a car club space and/or car club membership. This will depend on the proximity of existing car club spaces, and the likelihood of pooled contributions to allow a car club space to be installed.
- Developments with 100 or more dwellings should be asked to provide at least one electric car club space for each 100 houses and car club membership for 1 year (to be provided on the request of the householder).
- The developer should negotiate the provision of the space directly unless it is a pooled contribution or if the space is to be provided off-site. Where a space is to be provided off site, the cost of the car club space would be around £36,000 plus £170 per household (for a year of free member. if it is feasible to put in an electric or hybrid car and charging point at the desired location: this will be the preferred option. A non-electric vehicle is likely to cost around £15,000 plus £150 per household in 2016 prices (updated prices will need to be obtained).

6.13 The exact costs are likely to be location specific and would usually be negotiated with the council and the Car Club. They should cover:

- Car purchase and livery (electric car where applicable)
- Telematics system (smart card)
- Administration/website set up costs.
- TRO cost and any parking site modifications.
- Electric charging point (where applicable)
- A “Per household” charge which covers 3 years car club membership plus 20 hours of free hire.

Non-residential sites

- As an alternative to providing pool cars or other measures to reduce single occupancy car trips, any non-residential site with over 50 employees may be required to host a car club space or provide a car club space within 200m of the site and/or purchase corporate membership of a car club (for a minimum of three years).

7 Monitoring Travel Plans

How should Travel Plans be monitored?

- 7.1** Travel Plans need to set out clearly what data is to be collected, and when. Baseline data should be established prior to first occupation. For larger developments Automatic Traffic Counters (ATC) should be used to capture vehicle data, such as volume, classification and speed of vehicles. Travel surveys should also be undertaken.
- 7.2** The developer/occupier/TPC/management company for a site will be expected to implement effective and continuous monitoring to maintain the Travel Plan and meet agreed targets.
- 7.3** Results of monitoring will be required by the TPC to measure Travel Plan performance, and take remedial action as required. The council will also require copies of the information in accordance with the approved Travel Plan.
- 7.4** Monitoring reports should be submitted to the council highlighting any changes in site travel patterns and the performance of the Travel Plan against the agreed targets. Reports should be submitted in years one, three and five after 1st occupation. If targets aren't being met they should be revised accordingly in agreement with the council. The council will advise as required whether any issues need to be addressed in accordance with the approved Travel Plan. Responsibility for monitoring should be made clear to all and any readers of the Travel Plan.
- 7.5** Wiltshire Council would encourage the Travel Plan becoming a voluntary initiative and would seek to support this approach as resources allowed
- 7.6** Where specific developments require additional/extraordinary monitoring, the council may charge an additional fee to cover the costs of the monitoring work that's over and above the usual levels. This will be agreed in negotiation with the developer prior to planning permission being granted.

8 Enforcement

Remedial Actions

- 8.1** The planning obligation/condition should set out the default mechanisms and remedial actions that will be activated in the event of failure of the agreed targets, and a subsequent failure to agree an amendment to the Travel Plan, so that all parties are clear on the consequences of not complying with the approved Travel Plan.
- 8.2** The details of the remedial measures will be reasonable and proportionate and depend upon the nature, scale and severity of the transport impacts if the aims and targets are not achieved.
- 8.3** These measures may include but are not limited to:
- Priority car share spaces for workplaces (if not already provided)
 - Intensified PTP with households and / or workplaces
 - Additional bus passes/green travel vouchers
 - Construction of cycle paths
 - Limiting or charging for workplace parking
 - Additional promotional events (School, community or workplace)
 - Creation of walking groups for communities and / or employers
 - Cycle training for individuals or households
 - Use of video to promote infrastructure, or highlight routes, incentives and interventions
 - Traffic Regulation Orders (TROs)
 - Implementation of “real time” information boards
 - School safety zones

Appendix 1 - Travel Plan Statement template

TRAVEL PLAN STATEMENT - TEMPLATE

Name of Development: _____

Address of Development: _____

_____ Postcode _____

Description of Development: _____

Number of Units / Gross Floor Area: _____

Existing and / or Expected Staff / Visitor / Customer / Pupil numbers: _____

Contact Details

Contact details for the person responsible for delivering the details in this Travel Plan Statement

Name _____

Address _____

_____ Postcode _____

Phone Number _____

Email Address _____

If this is a speculative development, the person named above will ensure this document is passed on to the occupier and that the measures are implemented.

Travel Plan Objectives

The purpose of this Travel Plan Statement is to reduce single occupancy vehicle trips to and from the site.

Additional relevant Objectives can be selected from the following list

- Improve health and wellbeing, and reduce absenteeism from ill health
- reduce/eradicate parking problems
- reduce stress levels
- reduce CO2 emissions
- reduce congestion
- meet environmental objectives
- demonstrate corporate social responsibility
- ensure everyone is well informed of their sustainable travel options to the site
- contribute to BREEAM rating

Action Plan

Select the **relevant** Headers from the list below and **populate specific measures** from Appendix 2 and complete all columns.

Actions and Measures to cover all site users	Date to Deliver	Person Responsible
Promote Walking • •		
Promote Cycling • •		
Promote Public Transport • •		
Promote Car Sharing • •		
Reduce the Need to Travel • •		
Promote Car Club • •		
Provide Shuttle Bus •		
Promote Motorcycling		

• •		
Promote Alternatively Fuelled Vehicles • •		
Fully Promote Sustainable Travel Options • •		

Appendix 2 - Green Travel Vouchers

Items that Green Travel Vouchers can purchase

Walking

- Handcart
- Luggage/shopping trolley
- Nordic walking poles
- Personal attack alarm
- Raincoat
- Rucksack
- Walking shoes
- Torch/headlamp
- Umbrella
- Waterproof trousers

Cycling

- Bicycle - range depends on local needs - could be road, hybrid, mountain, foldable, electric
- Cycle clothing and accessories - for example - bike lights, pump, toolkit, pannier racks/cycle bags, lock, helmet, puncture repair kit

Motorcycling

- Moped or electric motorcycle (only) and equipment including helmet (not servicing or labour costs)

Appendix 3 - Charges for cycling and walking maps

Use Class	Threshold for TP Statement	Pricing and distribution	Threshold for Full Travel Plan	Pricing and distribution			
					40-100 dwellings	100-1000 dwellings	>1000 dwellings
A1 Food retail	More than 20 staff but less than 800sqm	Free to developer, can collect from County Hall, local collection point or can be posted	Equal or more than 800sqm	£500 unlimited			
A1 Non-food retail	More than 20 staff but less than 1,500sqm		Equal or more than 1,500sqm				
A2 Financial services	More than 20 staff but less than 2,500sqm		Equal or more than 2,500sqm				
A3 Restaurants & cafes	More than 20 staff but less than 2,500sqm		Equal or more than 2,500sqm				
A4 Drinking establishments	More than 20 staff but less than 600sqm		Equal or more than 600sqm				
A5 Hot food takeaway	More than 20 staff but less than 500sqm		Equal or more than 500sqm				
B1 Businesses	More than 20 staff but less than 2,500sqm		Equal or more than 2,500sqm				
B2 General industrial	More than 20 staff but less than 4,000sqm		Equal or more than 4,000sqm				
B8 Warehouse & Distribution	More than 20 staff but less than 5,000sqm		Equal or more than 5,000sqm				
C1 Hotels	More than 20 staff but less than 100 beds		Equal or more than 100 beds				
C2 Hospitals, nursing homes	More than 30 staff but less than 50 beds		Equal or more than 50 beds				
C2 Residential education	More than 50 staff but less than 150 students		Equal or more than 150 students				
C2 Institutional hostels	More than 250 staff but less than 400 residents		Equal or more than 400 residents				
C3 Residential units	Between 20 and 40 units		Equal or more than 40 units		£100/box	£500 unlimited	£750 unlimited
D1 Health centres and clinics	Between 20 and 50 staff	Free to developer, can collect from County Hall, local collection point or can be posted	Equal or more than 50 staff				
D1 Schools and nurseries	All school developments to have a Travel Plan			Free to schools			
D1 Higher and further education	More than 20 staff but less than 2,500sqm	Free to developer, can collect from County Hall, or local collection point or can be posted	Equal or more than 2,500sqm				
D1 Museum	More than 20 staff but less than 100,000 visitors annually		Equal or more than 100,000 visitors annually				
D1 Places of Worship	More than 20 staff but less than 200 members/regular attendees		Equal or more than 200 members/regular attendees				
D2 Assembly and leisure	More than 20 staff but less than 1,500sqm		Equal or more than 1,500sqm				
D2 Stradia	More than 20 staff but less than 1,500 seats		Equal or more than 1,500 seats				
Sui Generis uses	To be determined on a scheme by scheme basis. All student accommodation over 100 beds to have a Full Travel Plan			£100/ box per 100 beds			

Appendix 4 - Travel Plan example measures

Travel Plan example measures

Measures to reduce the need to travel

- alternative working practices (e.g. flexitime, teleworking, homeworking, video conferencing)
- local recruitment of staff
- local sourcing of raw materials/ produce
- compressed working week (e.g. 9 day fortnight)
- provision of on-site facilities (for shopping, eating, etc.)
- home delivery of products
- fleet management

Measures to reduce motorised vehicles usage and impact

- site layout and design to encourage and provide for sustainable options
- car parking restraint and management
- Car Park Management Plans – including information on how spaces will be allocated and details of charging
- introduction of (or use of existing) car clubs
- parking spaces (in a visible and publicly accessible location) and free membership and trial usage for residents / staff
- promotion of car sharing, see [Car Share Wiltshire](#)
- guaranteed ride home in emergencies for all staff that travel sustainably
- use of pool bicycles
- use of pooled company cars, vans and taxis
- measures to encourage use of powered two wheelers
- offering financial incentives for not driving to work/giving up parking space
- introduce on site car parking charges
- electric vehicle charging points (inc. mobility scooters in sheltered secure location)
- use of electric / hybrid vehicles within car / commercial vehicle fleet
- grey fleet analysis (use of private cars for business use)

- provision of dedicated shuttle bus to serve the site
- managed pick up and drop off for end / start of term student accommodation
- Travel Information Packs - all Travel Information Packs for Full Travel Plans will be expected to purchase the relevant town cycle and walking maps from the council.

Measures to promote public transport

- provision in site layout for public transport stops and public transport access of the site
- direct convenient and attractive pedestrian links to public transport entry points (ideally not more than 300m in length, 400m maximum from the origin point)
- pedestrian links to public transport stops to be more convenient and attractive than pedestrian links to car park
- provision of new bus stop infrastructure including shelters, raised kerbing, information displays and Real Time Information Displays (displays can also be included in prominent locations such as reception areas)
- provision of site specific public transport information (See maps, leaflets, etc.)
- provision of free or discount ticketing
- promote public transport ticketing options
- provision (in conjunction with local operators) of new or enhanced public transport services to the site
- introduction of shuttle services to local public transport interchange, rail station or park & ride site facilities and town centres
- enhanced Public Transport waiting facilities integrated with development (e.g. bus "lounges" in reception areas/ lobbies incorporating real time information)
- promotion of public transport websites such as [Connecting Wiltshire](#)
- promote links to nearest railway station/public transport interchange
- arrange shift patterns to meet public transport operation times

Measures to promote walking

- provision of direct, convenient and attractive (including security, landscaping, gradient etc) pedestrian routes to local facilities, including dropped kerbs and tactile pavements at key locations (ideally more convenient to use than route by car)
- improvements to local walking network and in particular strategic routes such as the canal towpath
- site layout to be designed to maximise and encourage walking options
- introduction of 20mph/speed reduction zones and traffic calming measures

- information provided on health benefits of walking
- advice on personal safety (including free attack alarms)
- promotion of health benefits of walking (and cycling)
- working with local educational establishments

Further information about walking can be found at: [Connecting Wiltshire](#)

Measures to promote cycling

- site layout designed to maximise and encourage opportunities to cycle
- provision of convenient, segregated cycle paths to link to local cycle network (safe routes to school, to work, etc.)
- improvements to local walking network and in particular strategic routes such as the canal towpath
- contributions to the improvement of the local cycle network
- provision of secure, undercover and adequate cycle parking facilities in convenient location (see [LTP3 Cycling Strategy](#) for guidance).
- provision of a 'spares and tools' box for unexpected repairs for cyclists
- introduction of traffic calming measures and 20mph/speed reduction zones
- provision of changing/ shower facilities drying rooms and cycle locker facilities at workplaces
- introduction of financial incentives (e.g. mileage allowance for work use and government Cycle to Work tax saving scheme)
- promotion of local cycle maps and journey planners including [cycle maps and routes](#)
- commitment to provide additional cycle parking if the demand arises
- a bike loan scheme such as the [Cyclescheme](#)

Further information about cycling can be found at: [Connecting Wiltshire](#)

Additional measures for travel to school and School Travel Plans

- walking buses
- cycle training for children
- 'Walk on Wednesdays'
- Safer Routes to School scheme (also relevant for other developments e.g. colleges, community facilities, shops etc)
- Walk to School Week / Bike Week

- Scoot to School
- sustainable travel lesson plans
- junior road safety officers
- cycle or scooter storage
- measures and incentives to discourage parents from driving their children to school
- adjustment to speed limits
- pedestrian training for children
- independent travel training

Further information about travel to school can be found [here](#).

Information about Wiltshire Council services can be made available on request in other languages including BSL and formats such as large print and audio.

Please contact the council by telephone 0300 456 0100,
by textphone 01225 712500,
or email customerservices@wiltshire.gov.uk

如果有需要我們可以使用其他形式（例如：大字體版本或者錄音帶）或其他語言版本向您提供有關威爾特郡政務會各項服務的資訊，敬請與政務會聯繫，電話：0300 456 0100，文本電話：(01225) 712500，或者發電子郵件至：customerservices@wiltshire.gov.uk

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